



PRESS RELEASE

FOR IMMEDIATE RELEASE

Growing Direct-Mail Franchisor Makes Senior Level Promotion

-- New Vice President Named --

E. TAUNTON, MA –January 10, 2005- SuperCoups, a leading direct mail franchiser, announced today that David Murphy has been promoted to Vice President of Finance and Operations. In this position he will be responsible for overseeing the finance, information technology and operations departments of the company. He will also continue to play a key role as a member of the Business Management Team.

Murphy most recently served as Director of Finance and Information Technology for nearly three years. As Director he was responsible for all finance activities, prioritization of all IT projects, conversion to parent company systems and enhancements of existing systems. David is also credited with managing the design and development of an automated billing system, redesign of pricing and managing the site evaluation and transition to SuperCoups' new state-of-the-art production facility.

"David has done a great job improving all aspects of SuperCoups' operations and has shown a true aptitude for driving out waste and increasing productivity. In his new role he will take on a broader role to increase company performance," said Terry LeMaster, SuperCoups' President.

Murphy has over 15 years of experience in senior financial positions in the paper, telecommunications and engineering industries. Murphy earned a bachelor's degree in accounting from Bentley College and a master's in business administration from Suffolk University.

About SuperCoups: SuperCoups, a wholly owned subsidiary of ADVO, is a premier co-op direct mail franchise company. Leveraging ADVO's unique targeting platform, SuperCoups' exclusive coupon distribution model provides franchisees with a cost-effective way to create high-impact returns for their customers. Since 1982, SuperCoups' direct marketing solutions have delivered local coupons with super savings to consumers, helping America's small businesses grow while maximizing returns on their advertising investment. SuperCoups' franchisees and sales people are professionally trained to assist advertisers in developing the most effective offers and campaigns to maximize results. Headquartered in a new, state-of-the-art, 62,000 square-foot facility in East Taunton, Massachusetts, SuperCoups currently mails over 1.3 billion offers in 64 million envelopes to 19 states and Puerto Rico. For more information about SuperCoups or its franchisees visit <http://www.supercoups.com>.

About ADVO: ADVO is the nation's leading direct mail media company, with annual revenues of nearly \$1.4 billion. Serving 17,000 national, regional and local retailers, the company reaches 114 million mailboxes, or 90 per cent of the nation's households, with its *ShopWise*® shared mail advertising. At the same time, the company's industry-leading targeting technology, coupled with its unparalleled logistics capabilities, enable retailers seeking superior return on investment to target, version and deliver their print advertising directly to consumers most likely to respond.

Demonstrating ADVO's effectiveness as a print medium, the company's "Have You Seen Me? ®" missing child card, distributed with each *ShopWise*® package, is the most recognized mail in America. This signature public service program has been responsible for safely recovering 138 children. The program was created in partnership with the National Center for Missing & Exploited Children and the U.S. Postal Service in 1985.

ADVO employs 3,700 people at its 23 mail processing facilities, regional sales offices and headquarters in Windsor, CT. The company can be visited online at www.ADVO.com.

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